

We at WWNO strongly support the FCC's plans to develop an effective terrestrial digital radio service to serve the public, and we would like the FCC's DAB policies to be as flexible as possible and essentially market-driven.

We urge the FCC to adopt DAB rules that do not impose greater burdens on stations than the ones already in place for analog broadcasting. The availability of Supplemental Audio Channels (SAC) as well as the improvements to audio quality will serve to strengthen consumer demand for HD receivers, and will enable stations to offer listeners additional programming that our current single channel cannot accommodate.

Our plans are to use the SAC to offer expanded news and information programming, both nationally syndicated and locally produced, while continuing to present daily drive-time news, daily classical music programming, and other cultural programs. Thus, the SAC will enable us to provide our audiences a much more valuable and comprehensive service.

We appreciate this opportunity to comment on the FCC's plans to develop rules for implementation of DAB and the SAC.

Sincerely,

John S Batson
General Manager
WWNO